IN THE CLAIMS

Please amend the claims as follows:

1. (currently amended) A method of broadcasting data, comprising:

sending to a receiver scheduling information that includes a scheduled time and identifies an encoding format, wherein the encoding format comprises a content format used to encode the data prior to broadcasting and apart from encoding the broadcast for transmission through a transport medium;

wherein said scheduling information is capable of processing by the receiver to select one video viewer application from a plurality of video viewer applications which are stored on the receiver and are capable of processing the broadcast of data in the encoding format at the scheduled time, the plurality of video viewer applications comprising at least a first video viewer application associated with a particular television content provider and a second video viewer application functioning as a default video viewer application, the first video viewer application to present data broadcast by the particular television content provider as viewable video content which includes additional interactive features incorporated by the particular television content provider, the default video viewer application to present the data broadcast by the particular television content provider as viewable video content without the additional interactive features; and

broadcasting the data at the scheduled time.

2. (canceled)

3. (original) The method of claim 1, wherein the sent information identifies one of a viewer age and a content provider for the data.

4. (original) The method of claim 3, wherein the sent information identifies a channel for broadcasting the data; and

the broadcast transmits the data in the identified channel.

5. (original) The method of claim 4, wherein the identified channel comprises one of a cable channel, a wireless channel, and a multicast group address.

6. (previously presented) The method of claim 1, wherein the viewer applications decode broadcasted data.

7. (original) The method of claim 1, wherein the broadcasting starts at a predetermined time after the sending of the information.

8. (previously presented) The method of claim 1, wherein the content format is an ATVEF format.

9. (original) The method of claim 1, further comprising:

sending second information about a second scheduled time and content format for a broadcast of new data, the second content format being indicative of a new viewer application for processing the new data; and

then broadcasting the new data during the second scheduled time.

10. (currently amended) A method of processing data, comprising:

receiving scheduling information providing broadcast times for data broadcasts and information to identify an encoding format, wherein the encoding format comprises a content format used to encode the data prior to broadcasting and apart from encoding the broadcast for transmission through a transport medium;

processing the scheduling information to select a video viewer application from a plurality of video viewer applications which are stored at a receiver and are capable of processing the data broadcasts in the encoding format at the broadcast times, the plurality of video viewer applications comprising at least a first video viewer application associated with a particular television content provider and a second video viewer application functioning as a default video viewer application, the first video viewer application to present data broadcast by the particular television content provider as viewable video content which includes additional interactive features incorporated by the particular television content provider, the default video viewer application to present the data broadcast by the particular television content provider as viewable video content without the additional interactive features;

receiving data from one of the broadcasts at the scheduled broadcast time; and

processing the received data with a selected video viewer application.

11. (original) The method of claim 10, wherein the scheduling information identifies channels scheduled to broadcast the data.

12. (original) The method of claim 10, wherein the scheduling information associated with a portion of the broadcasts identifies one of content formats, viewer ages, and content providers of the associated data.

13. (original) The method of claim 10, wherein the processing comprises:

decoding the received data.

14. (currently amended): A method of processing data, comprising:

receiving scheduling information that provides broadcast times for data broadcasts and information for identifying an encoding format, wherein the encoding format comprises a content format used to encode the data prior to broadcasting and apart from encoding the broadcast for transmission through a transport medium;

writing the scheduling information to a scheduling table having entries indexed by scheduled broadcast times and channels; and

processing the scheduling information to select a video viewer application from a plurality of video viewer applications which are stored at a receiver and are capable of processing the data broadcasts in the encoding format at the broadcast times, the plurality of video viewer applications comprising at least a first video viewer application associated with a

particular television content provider and a second video viewer application functioning as a default video viewer application, the first video viewer application to present data broadcast by the particular television content provider as viewable video content which includes additional interactive features incorporated by the particular television content provider, the default video viewer application to present the data broadcast by the particular television content provider as viewable video content without the additional interactive features.

15-17. (canceled)

18. (currently amended) A system for receiving data broadcasts, comprising:

an interface to receive scheduling information that provides broadcast times and broadcasts of data in an encoding format, wherein the encoding format comprises a content format used to encode the data prior to broadcasting and apart from encoding the broadcast for transmission through a transport medium;

a data storage device storing a plurality of video viewer applications to decode the broadcasts of data, the plurality of video viewer applications comprising at least a first video viewer application associated with a particular television content provider and a second video viewer application functioning as a default video viewer application, the first video viewer application to present data broadcast by the particular television content provider as viewable video content which includes additional interactive features incorporated by the particular television content provider, the default video viewer application to present the data broadcast by

the particular television content provider as viewable video content without the additional interactive features; and

a processor coupled to the data storage device, the processor to process the scheduling information to select video viewer applications from a plurality of video viewer applications on said data storage device and capable of processing the broadcasts of data at the broadcast times in the encoding format for the broadcasts.

19. (original) The system of claim 18, wherein the data storage device further stores an executable control application for updating a scheduling table in response to receiving new scheduling information for a broadcast of data.

20. (previously presented) The system of claim 19, wherein the control application selects the viewer application to decode data based on information from the scheduling table.

21. (previously presented) The system of claim 19, wherein the control application selects the viewer application based on availability data for the viewer applications stored in a viewer application selection table.

22. (currently amended) A data storage device encoding computer executable instructions for a method of broadcasting data, the instructions to cause a system to:

send scheduling information to a receiver about a scheduled time and encoding format for a broadcast of data, wherein the encoding format comprises a content format used to encode the

data prior to broadcasting and apart from encoding the broadcast for transmission through a transport medium, wherein said scheduling information is capable of processing by the receiver to select one video viewer application from a plurality of video viewer applications which are stored on the receiver and are capable of processing the broadcast of data in the encoding format at the scheduled time, the plurality of video viewer applications comprising at least a first video viewer application associated with a particular television content provider and a second video viewer application functioning as a default video viewer application, the first video viewer application to present data broadcast by the particular television content provider as viewable video content which includes additional interactive features incorporated by the particular television content provider, the default video viewer application to present the data broadcast by the particular television content provider as viewable video content without the additional interactive features; and

broadcast the data at the scheduled time.

23. (original) The device of claim 22, wherein the information identifies one of a content provider, a viewer age, and a scheduled broadcast channel for the data.

24. (previously presented) The device of claim 22, wherein the instructions further cause the system to broadcast the data at a predetermined time after the sending of the information.

25. (previously presented) The device of claim 22, wherein the instructions further cause the system to:

broadcast second information about a second scheduled time and content format for a broadcast of new data, the second content format being indicative of another viewer application selected from a plurality of viewer applications to process the new data; and

then, broadcast the new data at the second scheduled time.

26. (currently amended): A data storage device storing executable instructions, the instructions to cause a computer to:

receive scheduling information for encoding formats and broadcast times of broadcasts of data, wherein the encoding format comprises a content format used to encode the data prior to broadcasting and apart from encoding the broadcast for transmission through a transport medium;

process the scheduling information to select a video viewer application from a plurality of video viewer applications which are stored at a receiver and are capable of processing the broadcasts of data in the encoding format at the broadcast times, the plurality of video viewer applications comprising at least a first video viewer application associated with a particular television content provider and a second video viewer application functioning as a default video viewer application, the first video viewer application to present data broadcast by the particular television content provider as viewable video content which includes additional interactive features incorporated by the particular content provider, the default video viewer application to present the data broadcast by the particular television content provider as viewable content without the additional interactive features;

receive data from one of the broadcasts at a scheduled broadcast time; and

process the received data with a video viewer application for processing in the encoding format.

27. (original) The device of claim 26, wherein the scheduling information identifies channels scheduled to broadcast the data.

28. (original) The device of claim 26, wherein the instructions to process further causes the computer to:

decode the received data.

29. (original) The device of claim 26, the instructions further causing the computer to:

write the scheduling information to a scheduling table having entries indexed by scheduled broadcast times; and

wherein the instruction causing the computer to process causes the computer to select the viewer application based on data from the scheduling table.

30. (original) The device of claim 26, wherein the instruction causing the computer to process causes the computer to:

select the viewer application from a viewer application selection table listing available viewer applications.